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MATRIC NUMBER: 18/MHS02/182

DEPARTMENT: NURSING

**Prepare a business plan on a chosen agricultural enterprise**

A business plan is a basic outline of what your business is all about. It must serve as an action plan and guideline for you to use daily.

A business plan for livestock farming

Livestock type : Domestic fowl

Breed : Broilers

HOUSING SYSTEM IN POULTRY

EXTENSIVE SYSTEM OR FREE RANGE SYSTEM**: -** Birds are not confined within the building and are allowed to move out. Initial capital requirement is small and the labor involved is very small**,** It also minimizes the incidence of ecto-parasite attack e.g ticks and lice**.**

FEEDING

Chicks’ diet must be rich in protein of high quality and the crude protein content should not be less than 23% and all essential amino acids must be fully represented to encourage proper growth and also to make them develop resistance against diseases. The animals must be fed ad-libitum and throughout the night which means there must be provision of adequate amount of vitamins and mineral elements especially Calcium, Phosphorus, Copper and Iron. Calcium and phosphorus play a significant role in bone formation or osteogenesis while copper and iron are responsible for blood formation. Zinc is also needed for feather formation.

The Executive Summary

NITA CHICK FARM, LLC is world renowned for the best poultry products and services. We provide high quality poultry meat and poultry eggs of different varieties. At Acorn we export not just dressed chicken and eggs but also different types of live birds. The name Acorn is synonymous to quality. Due to our size and capacity we service not just the end users to provide table meat and eggs but also a host of other poultry farms and other industries.

We have carried out a very thorough feasibility study on a wide range of poultry products and have carefully studied different business models for this agribusiness.

In view of this we have only adapted the best model for not just for our business but also to enable us serve other industries well. Our handpicked business strategies adequately addresses the issues of quality as it relates to the genetic makeup of different bird species and hatchery technologies to make sure that only the best and finest bird products are out from our farm.

It is imperative to note that we cannot achieve such a feat without highly trained and qualified hands on deck. That is why we have state of the art laboratories and hatcheries. As mentioned earlier, this is to incentify us to achieve great results and give the best quality. Our well trained professionals take into consideration every little detail. Yes, you heard me right, every little detail because we have a reputation to protect.

Acorn sits on two hundred hectares of land on the outskirts of Rivers State From there we service the whole of Nigeria

Our birds, meat and eggs are exported to 56 different countries across the world. We are adequately registered and have obtained full licenses to produce and export live birds, poultry meat and table eggs. We have also carried out a detailed market research to enable us to address the different problems peculiar to different environments.

Especially when it comes to live birds, we have researched that different climatic conditions have various health implications on birds. That is why we invest a fortune in research to raise genetically modified disease resistant bird species which could also adapt easily to different climatic conditions. As the big brother we are, we also carry out disease control in the event of an outbreak of epidemic.

From the above explanations, it is easy to see that we play a very key role in the global poultry industry. Our activities have a long bearing effect on global poultry farming. For this reason the services we provide are gradually outstretching the capacity of our facility. Instead of being stunted, growth is a very sexy option for us. Yes, we need to expand our facility to contain the increasing global demand for our products and services.

The increasing awareness of the health implications of red meat makes people globally to opt for poultry meat, which is healthier to consume. This single factor has spiked the demand for poultry products and hence we have to adjust our production facility and review our business model to meet this increase in demand.

As earlier stated since other poultry farms also rely on us for a good breed of chicks and eggs it is needless to say it is inevitable for us to increase the capacity of our production lines.

Expansion

We will need to set up standard branches in several states to boost out production capacity. Since we will be involved in hatching, raising, processing and marketing of poultry birds and eggs we will be adapting the battery cage system for our expansion. Battery chicken poultry will enable us produce quality brown table eggs and also quality white battery chicken table eggs for consumption.

We will also be rearing free range chickens to produce chicken eggs on a commercial scale for our customers to have an option on what to consume. More about our eggs is our fertile free range poultry eggs for hatcheries. As we normally do, we will make sure only very healthy and quality parent stock are used to fertilize these eggs so as to have a good breed of hatchlings.

Mission

We have research and engaged in this stream of business so as to leverage on the enormous opportunities presented by this agric sector. We do that not only for the money but most importantly for the passion to grow the Nigerian economy and provide healthy dieting for our teeming customers.

Well, it may surprise you that we also advocate healthy living lifestyles.

Good dieting coupled with healthy living would surely keep the doctor away. As it can easily be seen, our target is not to be just one of the leading poultry farms in Nigeria but to be the best global poultry farm to increase global annual food production at an affordable price.

Even though over and all as any other company our goal is also to make profit, we enjoy the fact that we are key players in tackling the problem of global food security.

Human Resource Risk

The project will require skilled, knowledgeable and competent staff in significant areas such as business management, financial management, costing, entrepreneurship and technical aspects relating to raising layers and egg production management. It will be important for the owners, management and employees to be well trained. Moreover, a loss of key personnel is likely to affect the business adversely. To mitigate this risk, the business will promote and cultivate a culture of sharing knowledge and skills amongst the members and employees. The business will approach agencies such as SEDA for business training sessions. The project will also be part of agriculture related training facilitated by AgriSETA, the Department of Agriculture or The Southern Africa Poultry Association.

Market analysis

This section divides the market into similar groups with common characteristics so as to identify a lucrative market segment for the products of NITA CHICK FARM, LLC

Generally, the potential market segments for the poultry farming business are as listed below:

Formal market sector

Grading and packaging entities

Wholesalers

Retailers

Franchise store

Processing entities

Export

Informal market sector

Hawkers

Spazas

Spot hen depots

The potential market open to NITA CHICKS FARM, LLCis analysed as per the following categories:

Individual market segment

Corporate market segment

MARKETING PLAN

The marketing efforts will focus on identifying and understanding the ever changing needs and preferences of the customers in order to satisfy them. The marketing mix will drive the customer value proposition of the project. The following is an account on the product, promotion, place and packaging that will be applied to the selected market segment.